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An empirical study on customer perception towards service quality in organized retail outlets (A Comparative Study of Organized Retail Outlets in Visakhapatnam District)

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ABSTRACT

Retail outlet plays an important role in today’s context. Earlier, only some selected retail outlets were found with an exclusive range of products enjoying monopoly status. Now the trend has been changed and many sophisticated Retail shops and Mall with wide variety of products are seen everywhere. Maintaining Service quality is an inevitable tool for those retail outlets as it acts as a precursor for customer satisfaction and Loyalty. In India there have been a great successful brand both national as well as international brands and again it has been realize that brands are sustaining power to stay in the competitions. If we defined the customer satisfaction we can say “a qualitative measure of performance as defined by customer, which meet their basic requirements and standard.” Customer satisfaction is defined as “measure or determination that a product or services meet a customer’s expectation, considering requirement of both quality and service.” This paper attempts to analyze and compare the perceptions of customers towards service quality of reputed shopping Malls in Visakhapatnam District with a sample of 50 each from three retail outlets namely CMR shopping Mall, Big Bazar and Spencer Shopping Mall and totally of 150 respondents from the population selected randomly. Data from structured questionnaire was analyzed by using Percentage analysis, ANOVA and four point Likert scale.

Introduction

Retailing services have become very important today in many economies. The retailing industry plays a crucial role in the overall economy of India contributing 14 to 15 percent to GDP. Over the last fifteen years, the Indian retailing industry has experienced phenomenal growth with major retailers expanding to the broader South Asia and beyond. Retailers have positioned themselves for all kind of customer needs and income levels especially the growing young working population. Many retailers have been upgrading themselves by re-locating to up-coming modern malls and shopping centers, providing superior shopping atmosphere and experience especially in the urban and semi urban centers.

The retail sector in India should embrace the marketing orientation perspective basically applicable to any retailer. In this, the marketing decisions revolving around the target market, product assortment, services and store atmosphere, store activities and experience, procurement, price decisions, discounts, communications and location decisions which are very critical to a retailer’s success should be emphasized.

Retail trade has emerged as one of the largest industry contributing to employment generation, revenue generation, increased turn over and many more. Organized retailing is showing signs of enormous creativity. It has emerged as one of the most dynamic and fast paced industries with several players entering into the market. As a matter of fact, retailing in India is gradually edge its way towards becoming the next boom industry.

A vast majority of India's young population favors branded products. With the influence of visual media, urban consumer trends have spread across the rural areas also. Young people joining the workforce with considerably higher disposable income, has unleashed new possibilities for retail growth even in the rural areas. Thus, 85% of the retail boom which was focused only in the metros has started to gain access towards smaller cities and towns. Tier-II cities are already receiving focused attention of retailers and the other smaller towns and even villages are likely to join in the coming years. This is a positive trend, and the contribution of these tier-II cities to total organized retailing sales is expected to grow to 20-25%.

In this context the present paper attempts to analyze and compare the perceptions of customers towards service quality of organized retail outlets in Visakhapatnam District. The rest of the paper is organized is as follows: Section II dealt with the objectives of the study, Review of literature, sampling and methodology. Section III Enumerates the Growth and Evaluation of Retail Sector in India. Section IV covers research findings and discussions of the result. Section V provides suggestions to improve the service quality.

2. Research Methodology:

2.1 Objectives of study

The broad objectives of the study are:

1. To learn and understand the important factors in service quality dimensions applicable to selected organized retail sector

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2. To study the customer perceptions towards service quality in selected retail outlets in Visakhapatnam District
3. To analyze the association between the variables with the service quality offered by the selected retail outlets.
4. To suggest suitable measures for improving the quality and efficiency in selected organized retail outlets.

2.2 Hypothesis

Following hypothesis were formulated and tested for the research study:

H_0: There is no significant difference in the perceptions of customers towards service quality of selected retail outlets across different variables.

H_1: There is a significant difference in the perceptions of customers towards service quality of selected retail outlets across different variables.

2.3 Sources of data & Sampling of the study:

Our study on the topic of "An empirical study on Customer Perception towards Service quality in organized retail outlets (A Comparative Study of Organized Retail Outlets in Visakhapatnam District)**"** is based on both primary and secondary data. The primary data is obtained from the consumer survey .The survey is carried out in the organized retail outlets in Visakhapatnam and a sample of 50 each from three retail outlets and totally of 150 respondents from the population selected randomly. The service quality variable were analyzed by using Percentage analysis, ANOVA and 4- point Likert type scale ranging from 1-not satisfied to 4-Excellent. Analysis of research data used the level of significance = 0.05. The secondary data was collected from various sources like magazines, journals and web portals etc.,

2.4 Review of Literature

The dual objective of the present study is to examine the inter-relationship among the various Retail Service Quality dimensions, which will help the retailers to identify the steps needed to improve the overall quality of the service. Hence, to have methodological improvement in the present study by plugging out the loop holes of the earlier studies, the studies pertaining to Retail Service Quality has been reviewed. In the present chapter it is attempted to provide a brief sketch on the earlier studies carried out in the area of retail service quality performance.

Parasuraman (1990) in his study on superior customer service and marketing excellence discussed the meaning and measurement of service quality and offered managerial guidelines for delivering superior service by invoking key insights from a multi-year, multi sector stream of research on customer service. He developed a model called SERQUAL, which consisted of five dimensions like reliability, responsiveness, assurance, empathy and tangibles. He concluded that reliability to be the most important of the five SERQUAL dimensions. He also concluded that a company should effectively blend external marketing with customer service to deliver superior service to customers.

Gagliano,K B and Hathcote, (1994) defined service quality as the customers' overall impression of the relative inferiority or superiority of the organization and its services. *Carpenter, J.M., Moore, M.,* (2000) suggested that perceived service quality directly and significantly influences satisfaction. *Sinha, P.K., Banerjee, A.,* (2004) defined service quality as the consumer's judgment about the overall excellence or superiority of the service. *Tuli, R., Mookerjee, A.,* (2004) found that service quality emerged as an important determinant of customer satisfaction and service quality had a significant impact on behavioral intentions of customers. *Chang, C.H., Tu, C.Y.,* (2005), stated that the service quality is not objectively measured according to some technical standards but is subjectively felt by customers and measured relative to customer-determined standards.

Dr.C.Gupta (2007) in his Study "A study on retail service quality dimensions in select organised retail of Chennai city", This research which suitably modified the 'SERQUAL' scale to suit the requirements of the retail stores by retaining the dimensions such as triangles (4 attributes), reliability (7 attributes), responsiveness (5 attributes), assurance (5 attributes) and empathy (9 attributes) with a total attributes of thirty in number.

Dr.M.Anbalagan and V.Gunasekaran (2007) demonstrated the influence of service quality and customer satisfaction on customer behavioral intentions.

Shishma Kushwaha (2007) in her study "Emerging trends & strategies in Indian retailing", she found that the customers are influenced by the west due to their exposure to media. The social networking sites and internet as a whole has changed the shopping pattern and behaviour of the customers.

Ganguli, S. (2008), in his study conducted in different retail outlets in Palakkad district found out that the customer were satisfied with the merchandise they have bought and expect the stores to improve the customer service. *Badri, M. A.,*(2008) indicated that service quality is an important driver of customer satisfaction and behavioral intentions.

Angur, M.G., (2009) in the study" Organized retailing in India: issues & challenges"' identified mainly the challenging factors like technology, supply chain, human resources, store positioning. James M., (2010) indicated that perceived service quality positively related to visitors satisfaction as well as visitors' behavioral intentions.

S.PThenmozhi raja and Dr.D.Dhanabal (2011) in their study on 'Validation of the RSQS in Apparel Specialty Stores' found that all the five dimensions: physical aspects, reliability, personal interaction, problem solving, and policy, are highly suited for measuring retail service quality in clothing stores. Retail service quality is furthermore associated with future consumption behaviour in terms of the customers' intention to visit, purchase and recommend the stores to others.

William & Prabakar (2012) concluded that "The customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market as the study reveals that perception of service quality influenced by the various nature with various customers even some of the general factors like Personal interaction, physical aspects are the dimensions on of the customer perception remains constant and common to all the customer on a majority basis so the retail outlets have to frame their own strategies In order to attract the customers on a longer basis"

Dr. Ajmer Singh (2013) stated that "In retailing perceived service quality is having a significant influence on purchasing and repurchasing decisions, positive word of mouth as well as on complaining behavior in retailing"

3. Theoretical aspects of study area:

Retail industry is the largest sector in India and second largest employment provider after agriculture (Zameer, 2011). It plays a significant role in increasing the productivity across a wide range of goods and services. In India both organised and unorganised retail sector exists, majority of the share being under unorganised. Organized retailing has finally emerged from the shadows of unorganized retailing and it is significantly contributing for the growth of Indian Retail Sector.

The metros and the tire I cities continue to sustain retail growth, there is a shift from the great cities to lesser known ones, the spending power is no longer limited to metros, every Tire II cities in the country has good market for almost every product and service due to this tire II cities like Chandigarh, Coimbatore, Pune, Kolkata, Ahmadabad, Baroda, Hyderabad, Cochin, Nagpur, Indore, Trivandrum, Visakhapatnam etc. provide a good platform for a brand to enter Indian market.

3.1 Organized Retailing in India

Organized retailing refers to trading activities undertaken by licensed retailers those who are registered for sales tax, Income tax and it includes the retail chains, corporate backed hyper market and directly owned large retail business. Organized retailing comprises of shopping malls, Multi-store mall and huge complexes that offers a large variety of products in terms of quantity and value of money.

India is rated 5^{th} most attractive emerging retail market because of a potential goldmine estimated to be US$ 200 billion, of which organized retailing (i.e. modern trade) makes up more than 3 percent.

3.2 Growth and Contribution of Organized Retail in India

The growth of the organized retail is expected to the extent of 637 billion at the end of 2015, according to the survey of Associated Chamber of Commerce. Organised retail industry was initially concentrated in metropolitan cities like Bangalore, Mumbai, Delhi, Kolkata and they entered small towns to facilitate rural segment.

As the expansion of the organized retail outlets was happening in smaller cities and towns, it has became imperative to understand the perceptions of the customer about the retail service quality in such smaller towns in comparison with metros where organized retail outlet across the cities have already been accepted by the customers.

As the Indian Council for Research and International Economic Relations (ICRIER) retail sector is expected to contribute 22 percent of the India’s GDP.

3.3 Retail Service Quality

Retail service quality is termed as the customer’s overall impression and satisfaction of the relative inferiority or superiority of the organization of its services and which is more important to retail outlets.

The growth and importance of service quality has been influenced greatly by the changing nature of the world economies and the customers changing needs, tastes and preferences. The move has also been fueled by the growth in consumerism, world travel and the competitive business environments. Service quality has become a critical factor in enabling firms to achieve a differential advantage over their competitors and thus, it makes a significant contribution to profitability and productivity. Indeed, service quality has become a key concept in a competitive corporate strategy.

Customer service satisfaction depends on the quality of service customers’ receive and how well this matches their expectations. Factors such as age, gender, income, level of education may shape these expectations (Gagliano & Hathcote, 1994). Many retail service outlets in India are characterized by long wait (especially at month-end) and impolite employees who are always seems to be overworked and they have little or no product knowledge. Realizing the rising importance of quality service and customer care, many retailers are improving their service strategies.

3.4 Retail Industry in Visakhapatnam District:

Visakhapatnam is the fourth largest city in Andhra Pradesh after Hyderabad, Vijayawada and Nellore with operational stores like Big Bazaar, More (formerly known as Trinetra), CMR and Spencer’s retail. The industry experts believe that the city will soon experience the retail development because of the people life style, disposable income and the rapid growth of Information Technology.

As per a recent report by the state government of Andhra Pradesh, Visakhapatnam the tier II city has everything in shape, including telecom, power, a highly skilled workforce, a rapid pace of infrastructure development and a pro-active government that is aggressively promoting the city. As a result, a number of top National, Multinational companies are migrating into the city which in turn accelerates the growth of the organized retail, hospitality, entertainment and residential sectors.

4. Research findings and discussions of results:

On the basis of the information collected and analysis made thereof with the help of the statistical tools, the results are presented in the following tables.

4.1 Demographic Profile of the respondents:

In order to present a clear-cut picture of the demographic profile of the respondents, six parameters were selected which includes Gender, Age, Occupation, Number of family members, Number of earning members and their Monthly income.

Among the total respondents 54.67% of respondents were male, & 45.33% were female the majority of respondents i.e. 52% were in the age group of less than 30yrs followed 20.67 in the age group of 31-35yrs,13.33% of respondents were in the age group of 36-40. Regarding the employment status nearly 40% of respondents are belongs to the category of private employees 20.67% were public &26% were belongs to others like farmers, retired employees etc. In the total 47.33% of the respondents have a family size of four. 24.67% has family size with three. Only 8% is having family size with two. It was further observed that 44% had only one earning person in the family where as only 14% of the respondents had more than two earning persons in the family.

Out of total respondents 34.67% had a monthly income of less than Rs.20,000 and 27.33% were in the income group of Rs.20,000-30,000, 22% were in the group of Rs.30,000-Rs.40,000. The respondents who have above 40,000 per month income are only 16%.

Among the respondents of CMR Central 34% under the income group of less than Rs.20,000 where as 32% respondents of Big Bazaar were in the income group of Rs.20,000-30,000, it is very interesting to note that 60% of respondents of Spencer belongs to income group of less than Rs.20,000. The following table gives an overview of demographic profile of the respondents.

4.2 Behavioural attribute of the respondents:

To understand the behavioural attibutes of the respondents, five parameters were selected and analyzed. The following table reveals an insight of the above said parameters.

Out of total respondents 29.33% spending their income on shopping is less than 10%, 40.67% were in the group of 10-20%, 24% were in the group of 20-30% and 6% of respondents come under the group of above 30%. Among the respondents of CMR Central 38% of respondents spend their income only of less than 10% where as 38% respondents of Big Bazaar were in the group of 10-20% and it is highly seen that 48% respondents of Spencer’s were spending their income on shopping is of 10-20%.

48% of respondents came to know about the shopping mall through media, 19.33% respondents know about the shopping mall through relatives, 28.67% came to know about the shopping mall with friends and only 4% of respondents came to know about the shopping mall though the existing employees. Respondents of CMR Central says that 46% are came to know about the shopping mall through media and respondents of Big Bazaar clearly says that 60% are came to know about the shopping mall through media itself, 38% of respondents of Spencer's are also came to know through media.

62% of respondents recommend the shopping mall to middle class family and 38% are not interested to recommend the shopping mall to middle class families. Out of total respondents CMR Central 52% strongly recommends the shopping mall to middle class families, 68% respondents of Big Bazaar recommends the shopping mall to middle class families and finally 66% respondents of Spencer's says yes to recommend the shopping mall to middle class families.

The variables that influence the buying decision are accessibility; infrastructure and shops in the mall since their percentage to total are 30%, 29% and 31% respectively. The study also showed that majority of respondents of CMR Shopping Mall influenced with the factor of infrastructure where as the in case of Spencer's the customers attracted with shops in the mall. In case of Big Bazaar the customers captivated with accessibility; infrastructure and shops in the mall uniformly.

More than half of the total respondents i.e. 60 percent were in frequent customers they are visiting shopping malls 2 times of less in a month. 15 percent of respondents frequent to visit shopping mall 3 times in a week. 24.67 percent of respondents were visiting the outlet on any occasion.

3) Customers Perception on Physical aspects of Selected Retail Outlets:

H_0: There is no significant difference between organized retail outlets regarding customer rating on the physical facilities and equipments

H_1 = There is a significant difference between organized retail outlets regarding customer rating on the physical facilities and equipments.

Inference:

Since the calculate value is more than the table value. So we reject null hypothesis and accept alternative hypothesis. Hence there is a significant difference between organized retail outlets regarding customer rating on the physical facilities and equipments.

4) Customer Perception on Salesman service in selected organized retail outlets:

H_0: There is no significant difference between organized retail outlets regarding customer rating on salesman services

H_1 = There is a significant difference between organized retail outlets regarding customer rating on salesman services.

Inference:

Since the calculate value is more than the table value. So we reject null hypothesis and accept alternative hypothesis. Hence there is a significant difference between organized retail outlets regarding customer rating on salesman services.

5) Degree of satisfaction towards trading of selected retail outlets:

9 service Quality variables were identified across the various dimensions of service quality namely Availability of Products, Availability of Brand, Products displaying structure, Quality of Products, Price of Products, Reward system of the mall, Exchange of Products, Discount offers and Comfort with the parking area

The above said variables are rated on a four point scale namely highly satisfactory, satisfactory, moderately satisfactory and not satisfied which carry 4,3,2,1 marks respectively. The average score obtained by factors are presented in table 4.5. The following criteria had been used to determine the satisfaction levels of retail investors.

Low Satisfaction variable: Mean scores ranging from 1.0 to 1.2
Moderate Level: Mean scores ranging from 1.3 to 2.4
Satisfactory Level: Mean scores ranging from 2.5 to 3.2
High Satisfactory Level: Mean scores ranging from 3.3 to 4.0.

In the case of pooled data, the variable rated as satisfactory are Availability of Products, Availability of brand, Products displaying structure, Quality of Products, Price of Products and comfort with the parking area since their mean scores are 2.97, 2.94, 2.75, 2.50 & 2.52 respectively. According to the scale used to determine the satisfaction level of the means, these scores translate to satisfactory. It was further observed that other factors like Reward system of the mall, Exchange of Products and Discount offers are moderately with buyers satisfaction since their mean score are 2.28, 2.37 & 2.38 translate to neutral.

The customers of CMR shopping mall highly satisfied with the availability of brand since its mean score 3.54 translate to high satisfactory, where as in case of Big Bazaar and Spencer's the customers are satisfactory since their mean scores are 2.92 and 2.36 translate to satisfactory level. The customers of Big Bazaar are satisfied in all aspects except discount offers and comfort with parking area, where as the customers of Spencer's are quite satisfied with discount offer and the customers of both Big Bazaar and Spencer's satisfied with parking area and moderately satisfied with the price of products, reward system of the mall and exchange of products.

6) Customer Perception on billing service in selected organized retail outlets:

H_0: There is no significant difference between organized retail outlets regarding customer rating on billing services

H_1 = There is a significant difference between organized retail outlets regarding customer rating on billing services.

Inference:

Since the calculate value is more than the table value. So we reject null hypothesis and accept alternative hypothesis. Hence there is a significant difference between organized retail outlets regarding customer rating on billing services.

7) Customer Perception on overall appearance of frontline staff in selected organized retail outlets:

H_0: There is no significant difference between organized retail outlets regarding overall appearance of frontline staff

H_1 = There is a significant difference between organized retail outlets regarding customer rating on overall appearance of frontline staff

Inference:

Since the calculate value is more than the table value. So we reject null hypothesis and accept alternative hypothesis. Hence there is a significant difference between organized retail outlets regarding customer rating on the overall appearance of frontline staff i.e Customer Service Ambassadors and security guards.

8) Customer Perception on overall satisfaction with the customer service received in selected organized retail outlets

H_1: There is no significant difference between organized retail outlets regarding overall satisfaction with the customer service received

Table 4.1. Demographic Profile of the respondents

Attribute		CMR		BIG BAZAAR		SPENCERS		TOTAL	
		FRQ	%	FRQ	%	FRQ	%	FRQ	%
Gender	MALE	26	52	28	56	28	56	82	54.67
	FEMALE	24	48	22	44	22	44	68	45.33
	TOTAL	50	100	50	100	50	100	150	100.00
Age	BELOW 20	4	8	1	2	3	6	8	5.33
	20-25	14	28	9	18	17	34	40	26.67
	26-30	12	24	9	18	9	18	30	20.00
	31-35	3	6	9	18	9	18	21	14.00
	36-40	5	10	10	20	5	10	20	13.33
	ABOVE 40	12	24	12	24	7	14	31	20.67
	TOTAL	50	100	50	100	50	100	150	100.00
Occupation	PUBLIC	9	18	10	20	12	24	31	20.67
	PRIVATE	19	38	21	42	19	38	59	39.33
	BUSINESS	5	10	13	26	3	6	21	14.00
	OTHER	17	34	6	12	16	32	39	26.00
	TOTAL	50	100	50	100	50	100	150	100.00
No. of Family Members	TWO	2	4	6	12	4	8	12	8.00
	THREE	15	30	12	24	10	20	37	24.67
	FOUR	28	56	21	42	22	44	71	47.33
	ABOVE FOUR	5	10	11	22	14	28	30	20.00
	TOTAL	50	100	50	100	50	100	150	100.00
No. of Earning Members	ONE	23	46	16	32	27	54	66	44.00
	TWO	20	40	27	54	16	32	63	42.00
	THREE	4	8	6	12	4	8	14	9.33
	ABOVE THREE	3	6	1	2	3	6	7	4.67
	TOTAL	50	100	50	100	50	100	150	100.00
Monthly Income	BELOW Rs.20000	17	34	5	10	30	60	52	34.67
	Rs.20000-Rs.30000	16	32	16	32	9	18	41	27.33
	Rs.30000-Rs.40000	11	22	15	30	7	14	33	22.00
	ABOVE Rs.40000	6	12	14	28	4	8	24	16.00
	TOTAL	50	100	50	100	50	100	150	100.00

(Sources: Survey Data)

Table 4.2. Behavioural attribute of the respondents

Attribute		CMR		BIG BAZAAR		SPENCERS		TOTAL	
		FRQ	%	FRQ	%	FRQ	%	FRQ	%
Percentage of Investment in shopping	BELOW 10%	19	38	13	26	12	24	44	29.33
	10%-20%	18	36	19	38	24	48	61	40.67
	20%-30%	12	24	13	26	11	22	36	24.00
	ABOVE 30%	1	2	5	10	3	6	9	6.00
	TOTAL	50	100	50	100	50	100	150	100.00
Sources of Awareness	Media	23	46	30	60	19	38	72	48.00
	Relatives	9	18	9	18	11	22	29	19.33
	Friends	15	30	10	20	18	36	43	28.67
	Existing Employees	3	6	1	2	2	4	6	4.00
	Total	50	100	50	100	50	100	150	100.00
Recommendation towards Middle class family	Yes	26	52	34	68	33	66	93	62.00
	No	24	48	16	32	17	34	57	38.00
	TOTAL	50	100	50	100	50	100	150	100.00
Factors behind visiting the organized outlet	Accessibility	14	28	17	34	14	28	45	30.00
	Infrastructure	21	42	16	32	7	14	44	29.33
	Shops in the Mall	11	22	14	28	22	44	47	31.33
	Others	4	8	3	6	7	14	14	9.33
	Total	50	100	50	100	50	100	150	100.00
Frequency of shopping	Once in a Month	16	32	10	20	14	28	40	26.67
	Twice in a Month	15	30	25	50	10	20	50	33.33
	Thrice in a Month	7	14	11	22	5	10	23	15.33
	On any Occasion	12	24	4	8	21	42	37	24.67
	Total	50	100	50	100	50	100	150	100.00

(Sources: Survey Data)

Table 4.3-ANOVA Customers Perception on Physical aspects of Selected Retail Outlets

Sources of Variation	Sum of Squares	Degree of freedom (d. f)	Mean Square	F-ratio
SSC	389.66	2	194.83	194.83/24.15
SSE	217.34	9	24.15	
Total		11		8.06

**Significant at the 0.05 level*
V1=2; V2=9
F-Table value=4.26
Calculated value>Table value
8.06>4.26

Table 4.4-ANOVA Customers Perception on Salesman service in of Selected Retail Outlets

Sources of Variation	Sum of Squares	Degree of freedom (d.f)	Mean Square	F-ratio
SSC	1033.66	2	516.83	516.83/65.7
SSE	591.34	9	65.7	
Total		11		7.86

**Significant at the 0.05 level*
V1=2; V2=9
F-Table value=4.26
Calculated value>Table value
7.86>4.26

Table 4.5. Degree of satisfaction towards trading of selected retail outlets

Service Quality variables	CMR	BIG BAZAAR	SPENCERS	Aggregate
Availability of Products	2.84	3.14	2.92	2.97
Availability of Brand	3.54	2.92	2.36	2.94
Products displaying structure	2.66	2.90	2.70	2.75
Quality of Products	2.48	2.70	2.96	2.71
Price of Products	2.38	2.82	2.30	2.50
Reward system of the mall	2.02	2.64	2.18	2.28
Exchange of Products	2.22	2.68	2.20	2.37
Discount offers	2.28	2.27	2.60	2.38
Comfort with the parking area	2.66	2.00	2.90	2.52

(Sources: Survey Data)

Table 4.6-ANOVA Customers Perception on billing service in of Selected Retail Outlets

Sources of Variation	Sum of squares	Degree of freedom (d.f)	Mean Square	F-ratio
SSC	537.66	2	268.83	268.83/5.48
SSE	49.34	9	5.48	
Total		11		49.05

**Significant at the 0.05 level*
V1=2;V2=9
F-Table value=4.26
Calculated value>Table value
49.05>4.26

Table 4.7-ANOVA Customers Perception on overall appearance of frontline staff in of Selected Retail Outlets

Sources of Variation	Sum of Squares	Degree of freedom (d.f)	Mean Square	F-ratio
SSC	789.66	2	394.83	394.83/30.59
SSE	275.34	9	30.59	
Total		11		12.9

**Significant at the 0.05 level*
V1=2; V2=9
F-table value = 4.26
Calculated value >Tabulated value
12.9>4.26

Table 4.8-ANOVA Customers Perception on overall satisfaction with the customer service received in Selected Retail Outlets

Sources of Variation	Sum of squares	Degree of freedom (d.f)	Mean Square	F-ratio
SSC	1630.99	2	3261.98	3261.98/522.09
SSE	58.01	9	522.09	
Total		11		6.24

**Significant at the 0.05 level*
V_1=2; v_2=9
F-table value = 4.26
Calculated value >Tabulated value
6.24>4.26

H_o = There is a significant difference between organized retail outlets regarding customer rating on overall satisfaction with the customer service received.

Inference:

Since the calculate value is more than the table value. So we reject null hypothesis and accept alternative hypothesis. Hence there is a significant difference between organized retail outlets regarding customer rating on the overall satisfaction with the customer services received.

5. Suggestions:

Organized retail outlets of Visakhapatnam can take following actions to reduce the gap in service quality of customers.

1. Employees of retail outlets should be trained to handle the customers' complaints effectively.
2. Employees of retail outlets should have sufficient knowledge about products available in the store.
3. Availability of physical facilities should be improved.
4. Retail outlets should try to perform error free services.
5. The Managemnt of retail outlets should make necessary arrangements towards amenities like parking, food courts, clock romm etc to their customers.
6. The Management should encourage in-store promotions like lucky draws for entrants surprise winners and so on at random.

6. Conclusion:

Retailer is an interface between the manufacturer and consumer, who ensures the easy flow of goods to the end user. The time has gone when customers were moving only to the shops near by to their residence; the rapid modernization of Indian society has increased the share of organized retail in total retail industry.

From the above study it was found that accessibility; infrastructure and shops in the mall are the three factors which attract customers towards organised retail outlets. Location and customer relationship management are another important factors identified by the customers because they want to reduce the time, energy and reduce costs involved in shopping from a retail store. The study also reveals that there is a significant difference between organized retail outlets in all the aspects. The customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market. As the study reveals that the perception of service quality is influenced by the various attributes among various customers, even some of the general factors like Personal interaction, Physical aspects are the dimensions on which the customer perception remains constant and common. So the retail outlets have to frame their own strategies inorderto attracts the customers on a longer basis. This study concludes that originality of the product was given highest preference and Indian customers are more price sensitive and quality conscious.

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